FilmL.A., Inc.
6255 W Sunset Blvd, 12th Floor
Hollywood, CA 90028
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00112165 **Type of Permit:** STILL **Release Date:** 08/30/2016

Production Company MADACTIVE PRODUCTIONS LLC

Insured Company Name MADACTIVE PRODUCTIONS LLC

Contact Phone No. 1 323-988-9495
Contact Phone No. 2
Fax
Address 18034 VENTURA BLVD, #152
ENCINO, California 91316

Production Title A FASHION STORY

Type of Production Still Photo

Producer Michael McClellan

Director Michael McClellan

1st AD Michael McClellan

Production Manager Michael McClellan

FilmL.A. Coordinator Daniel Poissant

Location Manager Michael McClellan
Primary Phone Mobile - 818-635-8006
Secondary Phone Office - 323-988-9495

Location Assistant Michael McClellan
Primary Phone Mobile - 818-635-8006
Secondary Phone

Fees

FILMLA NON-REFUNDABLE STILL APPLICATION FEE	$63.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$190.00
LA CITY DEPT OF REC AND PARKS STILL PHOTO USE FEE 1-14 PERSONS	$75.00
LA CITY DEPT OF REC AND PARKS MONITOR REPORTING FEE	$76.00

Total Permit Fee $404.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number	S00112165	**Location Manager**	Michael McClellan
Production Company	MADACTIVE PRODUCTIONS LLC	Primary Phone	Mobile - 818-635-8006
Insured Company	MADACTIVE PRODUCTIONS LLC	Secondary Phone	Office - 323-988-9495
Production Title	A FASHION STORY		

Location Address Lake Balboa/Anthony C. Beilenson Park, Los Angeles, CA, 91316

Location Type Park

Film Dates 8/31/2016 - 8/31/2016 11:00 - 16:00 1 day

Open or Closed to the Public Open

Generic Conditions
*LA CITY AND/OR LA COUNTY FIRE CHECKLIST ATTACHED TO FINAL PERMIT. THE PERMITEE IS RESPONSIBLE FOR COMPLETING CHECKLIST PRIOR TO FILMING ACTIVITY AT THIS LOCATION. NON COMPLIANCE MAY RESULT IN ASSIGNMENT OF A FIRE OFFICER.
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached documents
Madactive AGENT Letter 2016.pdf
LAKe Balboa Guidelines (7).pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	8
Cube Trucks	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	4
Crew	10
Rec & Park Monitor required	1
Spot Check	1

Filming Activities Equipment on property; Exterior establishing shots; Exterior models against scenery; Exterior still shots of models against scenery around lake; models riding bicycle on bike path/bridge; reservation #53145;

Jurisdiction **Political:** Los Angeles City - Council District 03 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Approvals

LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Ceclia Hernandez
LOS ANGELES CITY POLICE DEPARTMENT	Gabriel Aleman

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of McdActive Productions ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 1/18/16

Michael McClellan / McdActive
Name of Principal

By: _____
Representative's Signature

Michael McClellan
Print Representative's Name

Producer
Representative's title

18034 Ventura Blvd #152
Encino CA 91316
Principal's Address

818-635-8006
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT

Permit #S00112165

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Ok to have a photo shoot at Lake Balboa (see plot plan) on 8/31.
- Ok to basecamp on lot (see plot plan).
- Must not obstruct any trails or walk ways at any time.
- Ok to have rolling cart and battery powered strobe.
- Ok to be on bridge over water and bike path.
- Company may NOT put any vehicles or heavy equipment on grass area.
- Ok to park 7 person vehicles 1 grip truck and 1 moho in parking lot.
- Ok to have tables and chairs set up for some catering at basecamp area.
- No heavy equipment.
- OK to have 2 minute pedestrian control along the bike path.
- Absolutely no water activity.
- No generator on site.
- Company does not have exclusive use of park.
- Must allow children to play when camera is not rolling.
- ***In the event that city electricity or water is used a $75.00 per usage per day charge will be invoiced by the park film office after the shoot***
- **May not film any children without prior permission from parents.**
- Company must work around patrons.
- No vehicles on the grass.
- May not block or stage any equipment on the bike path at any time.
- Company must work around picnic reservation areas.
- No heavy equipment on the grass.
- Must not close off the parking lots, must allow cars to be able to drive thru at all times.

NOT A PERMIT

- Park closes at sunset. Must leave the park when Rangers or Lifeguards close up for the evening or risk being locked in.
- Must park all vehicles legally in the parking lot. May not park along dirt shoulder of the road.
- Must maintain access to the dumpsters.
- Must work around regular park patron activities.
- May not have any persons or equipment enter the water at any time for any reason.
- Pedestrians have the right of way at all times.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas

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that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.

- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

S-112165
MADACTIVE PRODUCTIONS LLC - A FASHION STORY
(LAKE BALBOA)

NOT A PERMIT